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Question 1

Question Type: MultipleChoice

A company currently manages their Adobe Campaign users via Active Directory (LDAP).

In the future, they will be required to utilize a TLS 1.0 provider that the currently use to authenticate users on other platforms.

What is the risks this approach.

Options:

- A) iDP server will not authenticate without a custom script.
- B) LDAP will not support TLS 1.0.
- C) Adobe IMS will not support upgrade from LDAP
- D) Adobe IMS will not work with their provider

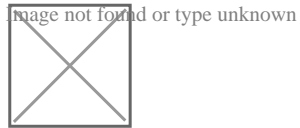
Answer:

D

Question 2

Question Type: MultipleChoice

A company wants to connect their Salesforce.com CRM to their instance of Adobe Campaign Classic. The Salesforce credential to enter into the External account have been provided by a third party that manages the company's instance of Salesforce. The Architect tests the connection in the external account and receives the following error message:



Which solution should the Architect recommend?

Options:

- A)** The Salesforce URL the third party has provided in http but needs to be https to order for Adobe Campaign Classic to authenticate with Salesforce.com
- B)** Adobe Campaign Classic only supports Salesforce API version 37,21, and 15. The company version of Salesforce.com is not backward compatible with those versions. So a custom integrating is required for the login and password to work.
- C)** The Salesforce.com password provided is actually the password and security token combined into one field and need to be split and entered into the respective section in the External account.
- D)** The Salesforce.com URL needs to be whitelisted by defining a urlPermission with the domain and RedEx in the servieConf.xml file on the application server.

Answer:

D

Question 3

Question Type: MultipleChoice

A customer has a data retention policy for the logs in Adobe Campaign Classic of 365 days. They send over 1 million emails per month.

The Architect designs a workflow with a scheduler that triggers every 10 minutes querying the recipient delivery log.

Options:

- A) Several execution can run at the same time.
- B) All connections to the database will be consumed.
- C) The workflow will run longer than 10 minutes and delay iterations.
- D) All expected records will not be retrieved due to the limited time.

Answer:

C

Question 4

Question Type: MultipleChoice

A customer wants to minimize the total incremental cost of the campaigns. They are licensed for email, SMS, and postal mail channel. They have good data quality as well as significant historical data quality as well as significant historical data on contact rates per channel.

Options:

- A)** Install the MRM package, conduct scoping workshops to define Plans, Program and associated Budgets, and create Delivery Outlines to apply to control costs.
- B)** Use Campaign Simulation Models to filter contact lists by probable engagement scores
- C)** Using historical contact data, segment customers by reachable contact channel preference and prioritize contact volume initially to the lowest cost channel.
- D)** Limit communication volume by implementing a content preference management webapp implement contact pressure typology rules and use campaign optimization to ensure inclusion only in relevant campaigns.
- E)** Develop customized email content management templates to migrate postal contact channel communications to email channel communications, and validate permissions via SMS

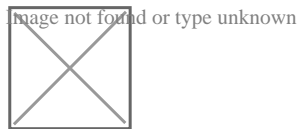
Answer:

D

Question 5

Question Type: MultipleChoice

A company has a campaign workflow that has 20 different segment defined in a Cell activity. Once the workflow reaches Delivery activity, the requirement is to provide counts that contain the following:



Which solution should the Architect recommend?

Options:

- A)** Within a JavaScript activity, write a script that queries the counts from the various branches this data then be sent via an Approval activity.
- B)** Use an Alert activity to notify the Workflow Supervisor to review the counts from the workflow.
- C)** Enable the "Target Content Approval" option within the delivery and assign it to the desired operator.
- D)** After the Delivery activity has completed, use a File Export activity to extract all counts into a CSV file on the SFTP server and send a

notification

Answer:

C

Question 6

Question Type: MultipleChoice

A client captures interests in flat data files from external websites. They want to integrate the topic subtraction data into Adobe Campaign.

Options:

- A) Custom schemas with opt-in flag for each topic.
- B) List for each topic
- C) Information Service
- D) Additional attributes for topic subscription within the Recipient schema

Answer:

D

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